

Abstract of the Disclosure

A disposable absorbent article having an area which is visible when the article is worn. A color gradation in the area provides a coloration which varies in intensity over the area from a higher intensity of color to a lower intensity of color. A visible element, such as an indicator for indicating a change in condition of the article, is at a location where the coloration is of lower intensity or absent so as not to obscure visibility of the element.